

AMENDMENTS TO THE CLAIMS

1. (original) A computer-assisted method for typing customers/prospects, comprising the activities of:

refining a survey via bestfit clustering;

refining survey results via composition analysis; and

identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.

2. (currently amended) A computer-readable medium containing instructions for activities comprising:

refining a survey via bestfit clustering;

refining survey results via composition analysis; and

identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.

3. (original) An apparatus for typing customers/prospects, comprising:

means for refining a survey via bestfit clustering;

means for refining survey results via composition analysis; and

means for identifying clusters of customers/prospects from the survey results via champion/challenger cluster refinement and panel analysis.

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